



## National Road in Maryland



# Wayfinding Prototype: Following the National Road in Frederick

Following the National Road through the more developed sections of the route can be a real challenge. In addition to the changing street and route names, there is a tremendous amount of visual information that competes for attention. The existing Maryland Scenic Byway route marking signs (above left) may reassure a driver that they are on the right route, but the signs do not make it any easier to follow the byway.

To remedy this problem, a simple wayfinding system is needed. The wayfinding system must address the following key issues:

- It must provide information to interstate travelers on how to get to the Historic National Road;
- It must provide information about how to follow the route once the traveler is on it;
- It must provide information about how to find local visitor information; and,
- The local visitor information must then provide detailed brochures and portable media to guide visitors to appropriate local features and attractions along the National Road that make a visitor’s experience more enjoyable.

### Key Wayfinding System Elements

The wayfinding needs for the Historic National Road Scenic Byway can be met using the standard Manual of Uniform Traffic Control Devices (MUTCD) requirements for signage and color schemes with the assistance of the following design elements:

- A brown sign background, highlighting the routes recreational aspects. The brown color is designated in the MUTCD;
- The Maryland Scenic Byway Logo to confirm that you are on the route;
- The six-state National Road Shield (as proposed by the National Road alliance) to tie the six-state route together and elevate the significance of the route);
- Directional signage to local visitor information points.

### Finding the National Road from the Interstate

There are a number of reasons a visitor may want to get off the interstate and take the route less traveled. Travelers may be wary of interstate travel. They may be looking for a place to eat a meal. They may be looking for something to do that is different than what they could do at home -- perhaps something that will take no more than a couple of hours. They may be a “die hard” road buff or a “student of the landscape” looking to spend several days traveling along the early route in search of some of the early historical features that are still evident. Whatever, the reason, traveling along the Maryland Historic National Road Scenic Byway is likely to start from an interstate or other primary route.

In Frederick, travelers may be using Interstate 70 to come from Baltimore or points west; using Route 270 to come from the Washington D.C. area; or, US 15 or 340 to come from Virginia West Virginia, or Pennsylvania.

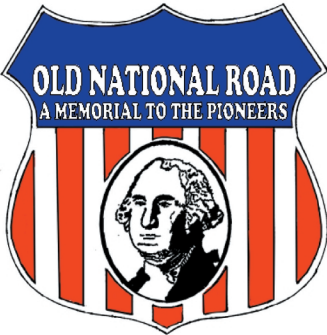
### Staying on the National Road

Once the visitor has found the route it is often difficult to stay with it. In urban areas one-way streets, complex intersections, and the fact that the route changes identifying numbers several times as it moves from one jurisdiction to another provide continuous challenges for the geographically impaired.

The following pages describe how a wayfinding system could be implemented to encourage travelers to get off the interstate and sample some of the Maryland Historic National Road Scenic Byway exiting at Patrick Street at Exit 56 (westbound) and traveling through Frederick and west again to Braddock Heights.



*Providing information at existing scenic overlooks and visitor exhibit centers along I-70 and I-68 can capture the attention of the kind of visitor that is likely to be interested in a more leisurely travel experience.*



*An historically-based design for a common logo “shield” has been proposed for use by the six-state National Road Alliance as a means of establishing a common identity for the National Road*



*Providing a brown backdrop to existing route marking signs can help to differentiate the National Road as a recreational touring route, different from other more functional directional guidance*





6 Change in direction at the Intersection of Maryland 144 and US 340



5 Highlighting the National Road directional sign within a strip commercial setting



4 Highlighting appropriate route when presented with two choices (adjacent to Jug Bridge Monument)



3 Too many competing signs make it difficult for the average traveler to comprehend the directions



2 Highlighting the Historic National Road exit utilizing the National Road shield



7 Approaching the Maryland 144 intersection with U.S. 15 and U.S. 40; sign directs travelers to look for Alternate 40 ahead



8 Use of overhead sign to direct travelers to Alternate 40 near the end of Frederick's "Golden Mile"



9 Reinforcing the change in character of the route with the Maryland Scenic Byway sign along Alternate 40, heading west

